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Due Oct 6, 2023

20 points

46 Replies (8)

PROJECT Netflix Milestone: Create 5 digital drafts-critique

Project Netflix Title I 5 B/W digital drafts

Post Due: 10/06

PROJECT Netflix instructions (https://wvm.instructure.com/courses/54604/pages/project-netflix-instructions?wrap=1)

Project Brief

You are to create a typographic title lock-up for a fictitious Netflix movie or series. This movie/series can be any of the following genres: adventure, children, drama, fantasy, horror, humor, mystery, non-fiction, romance, or sci-fi.

Process

Titles should be 3–5 words in length.

We are on step four of the process from the instructions.

4. **Create at least (5) digital roughs** of your fictitious title in Adobe Illustrator; **B&W only** at this stage. Explore typefaces as well as scale in the hierarchy of text.

Submission instructions

1. Post a minimum of (5) digital roughs, B&W only.
2. Provide constructive feedback on another classmate's work

Feedback

The feedback received can be implemented to make your concepts stronger. Remember, if a peer has two comments move on to another classmate.

You don't need to incorporate all of the feedback you receive—it is up to you to decide. However, remember that as designers we have reasons for ALL of our design decisions. They are never arbitrary, or because we "like it". More appropriately, we need to ask ourselves: DOES IT WORK

Keep an open mind during this draft-critique. It might be suggested that you adjust your concept here or rework your imagery.

If you're getting stuck, ask for help. If you need advice or comments ask for specifics.

This topic is closed for comments.

Darriell Franklin (https://wvm.instructure.com/courses/54604/users/94598)

Oct 13, 2023 11:54am | Last reply Oct 13, 2023 2:04pm

Netflix Digital Drafts

Title: *Don't Go in the River*

For my fictitious Netflix film, I decided to go with the **horror** genre because it is my favorite genre and it is also getting close to Halloween time. When creating different digital roughs, I tried out many different layouts that came to mind while also using research for inspiration. I experimented with fonts that had a creepy, eerie, or mysterious feel to them or that had a curved look like a river would. I also wanted to title to be readable and legible while creating a sense of hierarchy.

The font I am drawn to most for this title is the Chandler42 which can be seen on the far right, top title draft. I like this font because of its faded, worn away appearance and it gives a mysterious feel that can also hint to what the film is about. This could symbolize that you may disappear if you go in the river or going missing. It can also be a worn away type on a sign that isn't as visible to people so they may bypass the sign and are lured to go in the water.

DON'T GO IN THE River
DON'T go in the River
DON'T go in the RIVER
DON'T GO IN THE RIVER
DON'T GO IN THE River
Don't Go in the River
DON'T GO IN THE RIVER
Don't Go in the River
DON'T go in the RIVER
DON'T GO IN THE RIVER
DON'T GO IN THE RIVER
DON'T GO IN THE RIVER
DON'T go in the RIVER
Don't Go in the River

1 Reply (1)

James Inanoria *(He/Him)* **(https://wvm.instructure.com/courses/54604/users/77418)**
Oct 7, 2023 3:07am | Last reply Oct 13, 2023 11:57am

I selected the title "Extinction of Sunshine" for my project, a sci-fi drama. The use of the word "sunshine" initially reminded me of the movie "Eternal Sunshine of the Spotless Mind". Within the title, you'll notice that in the two variations on the left, the letter "O" doubles as the dot for the "i". I thought of the possibility of further stylizing it to evoke the image of a dying sun with a bit more refinement.

One aspect I particularly appreciate is the contrast in weight and style I gave the word "of" in the fourth design. It adds an interesting touch to the overall composition.

However, among the different designs, the fifth one stands as my least favorite. While rendering it in all capital letters imparts a more somber and serious tone, slight horror/thriller feeling. I included it in case others have contrasting opinions!

1 |

1 Reply (1)

Carlito Concepcion Jr (https://wvm.instructure.com/courses/54604/users/37371)
Oct 6, 2023 11:28pm | Last reply Oct 7, 2023 4:02pm

The tittle for my film/show is "Creators of Eternity" and its a sci-fi/fantasy base that about those who lived for eternity. So I wanted a front can close represent the era Roman and Greek text with a hint of sci-fi style fonts. The fonts I chose (from left to right) Algerian, Castellar, Perpetua Titling MT, Colonna MT, Niagara Engraved.

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2 Replies (1)

Christian Yanoska (https://wvm.instructure.com/courses/54604/users/148584)
Oct 6, 2023 11:23pm | Last reply Oct 7, 2023 5:39pm

The title I ended up picking was "Gods of the eclipse"

It is a fantasy, family driven, action series, of these two brothers who are actually descendants of the mythical beasts, Skol and Hati, from Norse mythology, One being a descendant of the wolf on the moon, and the other being a descendant of the wolf of the sun. It is supposed to convey a powerful bond through the series, so I settled for designs that were either very powerful looking, or held the title together to further state it's a very serious series.

2 |

2 Replies (2)

Kristen Corsaut (https://wvm.instructure.com/courses/54604/users/95562)
Oct 6, 2023 7:21pm | Last reply Oct 7, 2023 3:29pm

For some reason my Adobe Illustrator just gives a spinning beach ball, so I have to force quit. It happens when on the Chrome browser I try to open Illustrator from my adobe account, when I try to open Illustrator from my Creative Cloud app, and when I try to open Illustrator from my Launchpad.

Luckily InDesign works and I am able to download fonts from the Chrome browser to InDesign, so I do not know why InDesign and fonts work, I think it might have something to do with it going through Safari browser which won't load. I am very new to Mac and haven't used it all summer, so I am struggling and I know you would zoom and screenshare with me, but it would probably stress me more to be on zoom, so I am determined to figure out why my adobe account sometimes goes to safari's dead end.

correction: I got Illustrator to open, created a doc, and then the beachball spins endlessly. I haven't used Illustrator since Spring Illustrator class projects included a LOT of 3D and complicated graphics that required lots of graphics processing. Is there a way to simplify Preferences settings so I can make these simple text lock-ups?

This file was made in InDesign. It was hard to kern, especially middle left text box.

2 |

1 Reply

Renee Fluor Apelo (https://wvm.instructure.com/courses/54604/users/91741)
Oct 6, 2023 4:30pm | Last reply Oct 11, 2023 10:30am
View History

I made six digital rough drafts for my “The Secrets of the Ocean” fictional fantasy movie title. I tried different typefaces that would be suitable for a fantasy adventure movie; varied the weights for each typeface, especially for the helping words - “the” and “of”; used small caps, uppercase, or lowercase texts; and overlapped the ascenders and descenders. The first version has the “Blue Ocean” font, the second has “Ocean View Initials”, the third has the “Manic Sea Regular” font because it has a unique sailor or nautical theme, the fourth has the “BOOER TRIAL Regular” font, the fifth has the “Algerian” font, and the sixth has the “Castellar” font.

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4

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6 Replies

Eiren Futch (https://wvm.instructure.com/courses/54604/users/142169)

Oct 6, 2023 4:03pm | Last reply Oct 7, 2023 3:11pm

Parrot
Without
A Home

A Parrot
Without
Home

Parrot
Without
A Home

I decided to choose the title "Parrot Without A Home" from the adventure genre. I tried various styles to see just how well each one could suit the title, each very different from each other just to experiment with placement and looks. The inspiration for most of these styles came from the provided site **Art Of The Title (https://www.artofthetitle.com/titles/)** , however some were made by myself in an attempt to make a appealing draft.

3 Replies

Pamela Courtney (https://wvm.instructure.com/courses/54604/users/134711)
Oct 6, 2023 9:47am | Last reply Oct 6, 2023 8:17pm

Dinos of Tomorrow

I felt like it needed a little something extra beyond just the font. Definitely a work in progress, but you can see where I'm going with this.. It needs to feel both pre-historic and futuristic at the same time. When I saw this as the title, I imediately thought of the "Jetsons" but with Dinosaurs, but I really didn't want to just use a Jetsons font because that just seems to obvious and a little uncreative.

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3 Replies (1)

Lyana Lieu (https://wvm.instructure.com/courses/54604/users/51558)
Oct 5, 2023 9:06pm | Last reply Oct 6, 2023 11:33pm

I decided to go with a horror theme for my Netflix movie. Snakes in the Mist sounded very spooky and mysterious which I liked. In my mind, I imagined a loose and "slithery" font or a text that's slightly fading to resemble the words disappearing in mist. I specifically spaced out "Mist" to go with the theme of words floating and parting from each other.

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3 Replies

Linh Ho (https://wvm.instructure.com/courses/54604/users/127849)
Oct 5, 2023 8:46pm | Last reply Oct 10, 2023 4:54pm

I enjoy watching Sci-fi and Adventure movies, especially the "Star Wars" series, its spin-offs and animated series. So, I chose the title of the movie in this assignment “The Discarded Androids' Adventures”. This title is about the adventures of robots, so my #3 and #4 chose the word Androids which look like digital machines. And #5, I chose the rough and inconsistent font of the word Adventure to arouse the audience's curiosity.

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5 Replies

—Ms. Flores *(She/Her)* (https://wvm.instructure.com/courses/54604/users/36495)
TEACHER
Oct 5, 2023 4:20pm | Last reply Oct 8, 2023 11:25am

Designers!

I just realized that I had created a slide deck with Type Lockup Examples *over the summer* and didn't publish it for you. You will find it here and within the project module.

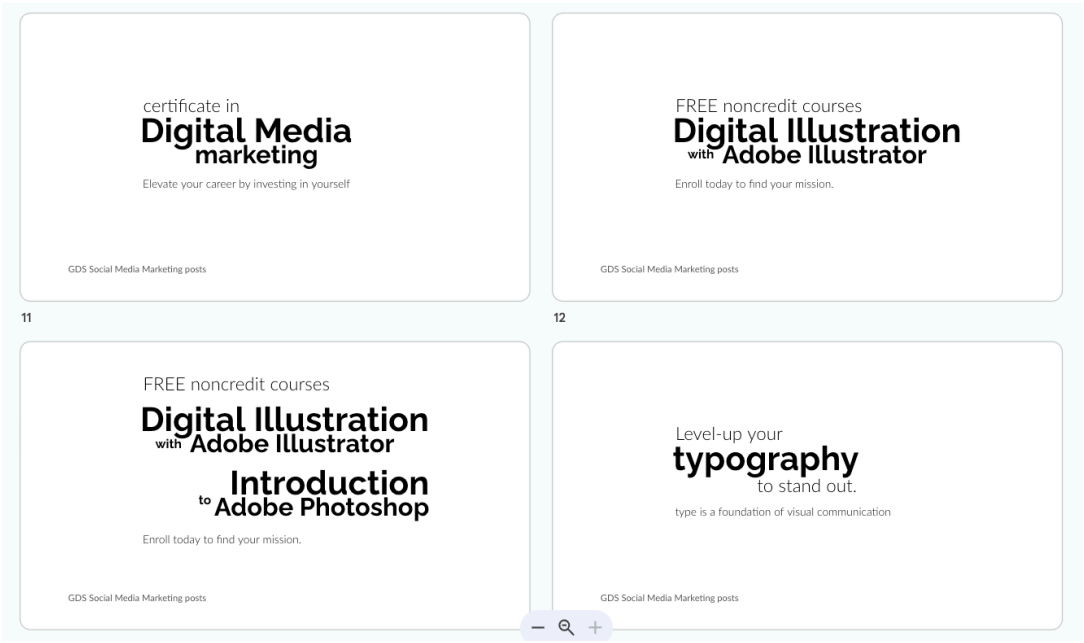
Here's a link to the examples of "type lockups" from everyday life ;) I see them all around me, some good solutions, and some not-so-good!

> Text Lockup Examples IRL (https://docs.google.com/presentation/d/e/2PACX-1vRouj21BUBrBPolZG7xp0TZ4vxSoq5gbast_f4vkY04NljTHq5T0Uuey9KewAA1l2mh7p1o_uZKZaxo/pub?start=true&loop=false&delayms=3000)

Specifically, what are you noticing about—

- the **scale** and **placement** of certain “helping words” in English [i.e.. *the, from, a, and, with, of, in, at*)
- treating the text as **UPPERCASE** or **lowercase** or **Title Case** or **Sentence case**?
- how can you arrange the entire title to appear as a set using **proximity**?
  - **break up** those text frames into separate pieces
  - **reduce the leading** in multiple lines
- what if you explore different **text weights**?
- what is the **hierarchy** of the title—what word should we not miss? how will you do that?
- can you **overlap or connect ascenders or descenders** in a visually interesting way?

Recently, I was working with our Social Media Marketing intern to do the same type of lockups—


certificate in
Digital Media marketing
Elevate your career by investing in yourself
GDS Social Media Marketing posts
11
FREE noncredit courses
Digital Illustration with Adobe Illustrator
Enroll today to find your mission.
GDS Social Media Marketing posts
12
FREE noncredit courses
Digital Illustration with Adobe Illustrator
Introduction to Adobe Photoshop
Enroll today to find your mission.
GDS Social Media Marketing posts
Level-up your
typography
to stand out.
type is a foundation of visual communication
GDS Social Media Marketing posts

1 |

3 Replies

Shaka Shaw (https://wvm.instructure.com/courses/54604/users/156669)
Oct 5, 2023 12:49pm | Last reply Oct 6, 2023 8:14pm

The title I picked from the generator was "Songs At The Catacombs". I chose to narrow the results down by my favorite movie genre, which is horror. **The Art Of The Title site** (https://www.artofthetitle.com/titles/) was very helpful in getting some ideas around how horror titles are usually displayed. Specifically, the title for the movie **Shadows In The Cloud** (https://www.artofthetitle.com/title/shadow-in-the-cloud/), which I've seen, was really good inspiration. The title "Songs At The Catacombs" made me think of the Catacombs of Paris, so I wanted the font I used to give off an old European vibe, similar to the title for Shadows In The Cloud. I think expanding the tracking, adding lots of space between the letters, for some reason identifies horror and sci-fi titles, so I went with that in most of the drafts. #5 is probably the draft I would expand upon for the final part of this assignment. Let me know what you all think!